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ATLANTA HEALTHCARE PROFILES

A Laser Focus on First-Class Skin Care

Georgia Dermatology Partners is a full-service medical, surgical, and cosmetic practice with a 40-year history of improving clients' health and well-being.

With cosmetic clinics on almost every corner these days, choosing one can be a challenge. Savvy consumers may research facilities for days—a time-consuming effort that comes with no guarantees.

In the Atlanta area, the choice is simple: Georgia Dermatology Partners—formerly known as Gwinnett Dermatology—a full-service medical, surgical, and cosmetic dermatology practice with more than 40 years of experience serving the community. With their latest expansion into Brookhaven, the group recently changed their name to Georgia Dermatology Partners (GDP), enhancing their standing as a leader in Atlanta-area skin care. Broadening their reach and changing only their name, patients can expect the same exceptional care and service from these highly regarded physicians.

Founded in 1978 by Dr. Joel Shavin, GDP has grown and thrived with each new innovation in dermatology. Continually testing new techniques and incorporating those that met his standards, the practice grew to include a variety of specialists—board-certified physicians, top-rated nurses and aestheticians, and professional medical and administrative staff. Today, the result is a team of more than 90 employees, four facilities, and a progressive, thriving practice. A research center, co-led by Dr. Shavin and Dr. Jonathan Weiss, also places the practice at the forefront of dermatology. A visit to GDP feels like the perfect marriage of bygone “family doctor” and cutting-edge medicine.

Among their offices—Snellville, Loganville, Braselton, and Brookhaven—patients will find options for virtually everything skin-related. Laser procedures,



Meet the Doctors

Back row (l to r): Dr. Waqas Shaikh – Mohs surgery; Dr. Jonathan Weiss – complex medical dermatology and research; Dr. Susan Oh – complex medical dermatology; Dr. Keith Wright – Mohs surgery; Dr. Kirk Saddler – general and surgical dermatology

Front row (l to r): Dr. Alia Brown – cosmetic injectables, laser medicine, and surgical dermatology; Dr. Joel Shavin – founder, general cosmetic, and research; Dr. Jessica Mercer – medical, dermatopathology, cosmetic, and surgical dermatology

injectables, neurotoxins (think Botox® or Dysport®), platelet-rich plasma (PRP), and microneedling are just a few of the available procedures. However, says Dr. Jessica Mercer, a general and surgical dermatologist with the practice, “We’re constantly looking ahead. Bringing in new devices is an ongoing process for us.” Aerolase® and the Lumenis M22™ laser are just two recent examples. The doctors are at the forefront of dermatology, using innovative technologies to treat a vast number of medical and cosmetic skin conditions in a broad range of skin tones and complexions.

On the medical side, GDP is a leader in skin cancer diagnosis and treatment. The group’s on-site pathology lab allows Dr. Mercer, also board certified in dermatopathology, to read biopsies in-house, integrating seamlessly with the GDP philosophy of developing precise, individualized patient treatment plans. Dr. Wright, a Mohs surgeon, utilizes a specialized technique to remove skin cancer with an aesthetically pleasing result.

A Family Feel

Along with superior services, GDP’s culture is a breath of fresh air. “This is a great place to work,” says Dr. Alia Brown,

a GDP dermatologist specializing in laser treatments, injectables, and fillers. “It’s like a close-knit family. We truly care about each other and our patients.”

“Many employees have been with us more than 20 years,” adds Dr. Brown. “That says a lot.”

Dr. Saddler, who is keen on practice culture, asserts that this caring environment directly impacts the patient experience. From the moment one checks in, they’re treated with warmth and respect. “We get to know our patients,” says Dr. Brown. “Many come in with specific ideas about what they want, and we listen to them. The doctor-patient relationship is a partnership here.”



Georgia
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